

**Motives to Go Green: Eco-friendly Packaged Products and  
Consumer Innovativeness; Evidence from Y generation of  
Pakistan**



**By:**

**Muneeba Awan**

**01-229181-003**

**M.Phil (MS)**

**DEPARTMENT OF MANAGEMENT SCIENCES  
BAHRIA UNIVERSITY, ISLAMABAD**

**March, 2020**

**SUBMISSION FORM OF THESIS FOR HIGHER RESEARCH DEGREE BAHRIA  
UNIVERSITY, ISLAMABAD**

Candidate Name: MUNEEBA AWAN

I submit 02 Copies of thesis for examination for the degree of M.PHIL (MS),

Thesis Titled: **Motives to Go Green: Eco-friendly Packaged Products and Consumer Innovativeness; Evidence from Y generation of Pakistan**

Candidate Signature: \_\_\_\_\_ Date: \_\_\_\_\_

---

**Certificate of Principal Supervisor**

I Dr. QAZI ABDUL SUBHAN being the principal Supervisor for the above student, certify that this thesis is in a form suitable for examination and that the candidate has pursued his course in accordance with the Rules of the University.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

---

**Recommendation for Examination**

I recommend that the thesis be examined.

Principal Supervisor: Dr. QAZI ABDUL SUBHAN Date: \_\_\_\_\_

---

**Not Recommended for Examination**

I recommend that the thesis be examined.

Principal Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

Co-Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

---

**Statement by the Head Faculty/Department**

I support the submission of the thesis of the above named student for examination under the University Rules for higher degrees.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

---

**BAHRIA UNIVERSITY, ISLAMABAD**

**APPROVAL SHEET**

**SUBMISSION OF HIGHER RESEARCH DEGREE THESIS**

Candidate's Name: MUNEEBA AWAN

Discipline: MPHIL (MS)

Faculty/Department: MANAGEMENT SCIENCES

*I hereby certify that the above candidate's work, including the thesis, has been completed to my satisfaction and that the thesis is in a format and of an editorial standard recognized by the faculty/department as appropriate for examination.*

Signature(s): \_\_\_\_\_

Principal Supervisor: Dr. QAZI ABDUL SUBHAN

Date: \_\_\_\_\_

The undersigned certify that:

1. The candidate presented at a pre-completion seminar, an overview and synthesis of major findings of the thesis, and that the research is of a standard and extent appropriate for submission as a thesis.
2. I have checked the candidate's thesis and its scope, format; editorial standards are recognized by the faculty/department as appropriate.

Signature(s): \_\_\_\_\_

Dean/Head of Faculty/Department: \_\_\_\_\_

Date: \_\_\_\_\_

## **Thesis Completion Certificate**

Student's Name: **MUNEEBA AWAN** Registration No. **16175**

Programme of Study: **M. PHIL (MS)**

Thesis Title: **Motives to Go Green: Eco-friendly Packaged Products and Consumer Innovativeness; Evidence from Y generation of Pakistan**

It is to certify that the above student's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for evaluation. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 20% that is within the permissible limit set by the HEC for the MS/MPhil degree thesis. I have also found the thesis in a format recognized by the BU for the MS/MPhil thesis.

**Principal Supervisor's Signature:**

---

**Date:**

**Name:** Dr. Qazi Abdul Subhan

---

## **Author's Declaration**

I, **MUNEEBA AWAN** hereby state that my M.Phil. thesis titled

### **Motives to Go Green: Eco-friendly Packaged Products and Consumer Innovativeness; Evidence from Y generation of Pakistan**

is my own work and has not been submitted previously by me for taking any degree from this university

**BAHRIA UNIVERSITY, ISLAMABAD CAMPUS**

or anywhere else in the country/world.

At any time if my statement is found to be incorrect even after my degree completion, the university has the right to withdraw/cancel my M.Phil. degree.

Name of Student: Muneeba Awan

Date: \_\_\_\_\_

## **Plagiarism Undertaking**

I, solemnly declare that research work presented in the thesis titled **Motives to Go Green: Eco-friendly Packaged Products and Consumer Innovativeness; Evidence from Y generation of Pakistan**

is solely my research work with no significant contribution from any other person. Small contribution / help wherever taken has been duly acknowledged and that complete thesis has been written by me.

I understand the zero-tolerance policy of the HEC and Bahria University towards plagiarism. Therefore, I as an Author of the above titled thesis declare that no portion of my thesis has been plagiarized and any material used as reference is properly referred / cited.

I undertake that if I am found guilty of any formal plagiarism in the above titled thesis even after award of M.Phil. degree, the university reserves the right to withdraw / revoke my M.Phil. degree and that HEC and the University has the right to publish my name on the HEC / University website on which names of students are placed who submitted plagiarized thesis.

Student / Author's Sign: \_\_\_\_\_

Name of the Student: Muneeba Awan

# *ACKNOWLEDGEMENT*

*I am deeply grateful to my supervisor, Dr. Qazi Abdul Subhan, without whom I could not have finished my thesis. He helped me on each step of the way to make this study happen. He gave me the opportunity to study research work under his guidance and familiarized me with the world of research. Thank you for helping me and assisting me in correcting my mistakes that I made throughout the process. It was an honor to have you as my supervisor. You gave me so much to think about for future studies.*

*This research would not have been possible without the participants of this research. Thank you to all the participants. My warmest thanks go to my mother, my brothers and my husband who equally shared the burden of this study with me. I am grateful for all the encouragement and support you all gave me and for the patience you all have showed, along the way.*

## *DEDICATION*

*To my parents, my siblings, my mother-in-law, and especially my husband and kids for providing me unlimited support and unforgettable encouragement without which, I would not be what I am now. I owe a great debt for their guidance and care along the way from my cradle till the day I die. Heartfelt appreciation, gratitude and love for their continuous assistance.*



## CONTENTS

List of Symbols and Abbreviations	
Abstract	
<b>1.1 Background</b> .....	15
<b>1.2 Problem Statement</b> .....	20
<b>1.3 Research Gap</b> .....	26
<b>1.4 Research Questions</b> .....	27
<b>1.5 Research Objectives</b> .....	27
<b>1.6 Significance of the Research</b> .....	27
<b>1.7 Scope of the Study</b> .....	29
<b>1.8 Organization of the Study</b> .....	29
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	31
<b>2.1 Introduction</b> .....	31
<b>2.2 Young consumers</b> .....	31
<b>2.3 Green Products for Green Consumers</b> .....	32
<b>2.4 Packaging Waste in Pakistan</b> .....	35
<b>2.5 Motives behind Consumption of Eco-friendly Packaged Products</b> .....	36
<b>2.5.1 Attitude (ATT)</b> .....	36
<b>2.5.2 Environmental concern (EC)</b> .....	39
<b>2.5.3 Product Packaging and its Attributes (PA)</b> .....	42
<b>2.5.4 Attributes of Packaging</b> .....	45
<b>2.5.5 Willingness to Pay more (WTP) for Eco-friendly Packaged Products</b> 51	
<b>2.5.6 Consumer Innovativeness (CI)</b> .....	54
<b>2.5.7 Purchase Intention (PI) and Consumer Buying Behavior (CBB)</b> .....	62
<b>2.6 Relationship between Motives and their Importance</b> .....	66
<b>2.6.1 Theoretical Framework: Extended Theory of Planned Behavior (TPB)</b> .....	66
<b>2.7 Summary of Hypothesis</b> .....	73
<b>2.7.1 Figure 3: Theoretical Framework</b> .....	74
<b>CHAPTER 3: DATA AND METHODOLOGY</b> .....	76
<b>3.1 Introduction</b> .....	76

3.2	Research Design.....	76
3.3	Type of Study.....	76
3.4	Nature of Study.....	77
3.5	Sample Size and Sampling Method .....	77
3.6	Research Variables.....	78
3.6.1	<i>Independent variables</i> .....	78
3.6.2	<i>Dependent variable</i> .....	78
3.6.3	<i>Mediator</i> .....	78
3.7	Questionnaire Development .....	78
3.7.1	<b>Table 3: Questionnaire Items with Source of Adoption</b> .....	79
3.8	Demographic Profile of Consumers.....	81
3.9	Statistical Data Analysis .....	81
	<b>CHAPTER 4: RESULTS AND DISCUSSION</b> .....	83
4.1	Introduction .....	83
4.2	<b>DEMOGRAPHICS</b> .....	83
4.3	Missing Value Analysis .....	86
4.4	Descriptive Analysis .....	86
4.4.1	<b>Table 4: Descriptive Analysis</b> .....	86
4.5	Reliability and Validity Analysis .....	86
4.5.1	<b>Table 5: Reliability Statistics</b> .....	87
4.6	Normality Test.....	87
4.6.1	<b>Table 6: Tests of Normality</b> .....	87
4.7	<b>CORRELATION ANALYSIS</b> .....	88
4.7.1	<b>Table 7: Correlation Analysis</b> .....	88
4.8	<b>REGRESSION ANALYSIS</b> .....	90
4.8.1	<b>ANOVA</b> .....	90
4.8.2	<b>MODEL SUMMARY</b> .....	91
4.8.3	<b>COEFFICIENTS</b> .....	91
4.8.4	<b>MEDIATION</b> .....	92
4.9	General Analysis and Discussion .....	93
	<b>CHAPTER 5: CONCLUSION AND SUGGESTIONS</b> .....	95
5.1	Introduction .....	95

<b>5.2</b>	<b>Conclusion.....</b>	<b>95</b>
<b>5.3</b>	<b>Contribution and Implication of the Research.....</b>	<b>98</b>
<b>5.4</b>	<b>Limitation and Suggestions for Future Study .....</b>	<b>102</b>
<b>5.5</b>	<b>Implication for Marketers .....</b>	<b>103</b>
<b>6</b>	<b>References.....</b>	<b>105</b>

## **List of Symbols and Abbreviations**

**Eco-friendly:** Ecological-friendly

**Y generation:** Young generation

**TPB:** Theory of planned Behavior

**CBB:** Consumer Buying behavior

**PI:** Purchase intention

**ATD:** Attitude

**ENC:** Environmental concern

**WTP:** Willingness to pay

**PA:** Packaging attribute

**C:** Color

**D:** Design

**EOO:** Ease of opening

**I:** Information

**CI:** Consumer innovativeness

**HEDI:** Hedonist innovativeness

**SOCI:** Social innovativeness

## **Abstract**

*Environmental pollution has increased the interests of researchers to explore certain avenues for green consumption to generate ecological stability. This ecological stability can be achieved through eco-friendly packaging. Through prior researches it is derived that young consumers are subject of study for the adoption of novel products, particularly, eco-friendly or green products. The purpose of this study is to examine the factors that influence buying behavior of eco-friendly packaged products among young consumers in Pakistan. In this study, new promising market segment of young eco-innovative consumers is studied by integrating environmental concern and consumer innovativeness. Willingness to pay for eco-friendly packaged products is also examined. Extended theory of planned behavior (TPB) served as basis for identifying factors for the consumption of eco-friendly packaged products. Data was empirically analyzed taking cross sectional sample of 775 young consumers of Pakistan using closed ended questionnaires. University students enrolled in different disciplines (management sciences, social sciences, engineering, medical, legal studies etc.) across the country and people shopping at two most crowded shopping malls of Islamabad and Rawalpindi were requested to fill the questionnaire. The results confirmed that buying behavior of ecofriendly packaged products is positively influenced by attitude, environmental concern, consumer innovativeness and packaging attributes. Furthermore, the results also revealed that ecologically driven consumers are willingness to pay more for eco-friendly packaging. The useful insights of this study will help government, manufacturing firms and especially marketers in developing youth focused strategies to encourage the consumption of ecological products to reduce solid waste pollution caused by packaging.*

**Keywords:** *sustainability, green consumption, eco-friendly packaging, environmental concern, consumer buying behavior*